



American Café

Casablanca

June 23-24, 2004

Dear Exporter,

The Agricultural Affairs Office in Rabat and the USDA Trade Show Office would like to invite you to participate in the third U.S. Consumer Oriented Food Products Exhibition in **Morocco (Casablanca) June 23-24, 2004.**

We will provide a space for exporters to exhibit samples of their products for free at one of the best hotels in Casablanca and meet on a one-to-one basis with carefully selected invitees. The show will be exclusively open to Moroccans known to be involved in food imports and distribution and to buyers from hotels, supermarkets, restaurants, catering companies and institutions.

We would like you to make full use of our experience in this market and benefit from our close relations with Moroccan importers of food products.

This is what we plan to do for you:

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We will brief you on the market and make sure that you see and understand all facets of food distribution in Morocco (modern supermarkets, traditional distribution channels, modern and traditional wholesalers).

We will reserve exhibition space for 2 days in one of the best hotels in Casablanca. Attendance will be strictly by invitation and only professionals will be allowed in. We will have enough space for each exporter to allow one-on-one discussion with importers and provide translation if needed (French is a common business language). We will also set up meetings for you with potential importers if needed.

What we can pay for:

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We will pay for four nights in the hotel for early applicants as well as the exhibition space, and inland transportation.

What Exporters will do:
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Pay for their airline tickets (to and from Casablanca).

Pay for their food and other miscellaneous expenses at hotel (phone/fax, etc.).

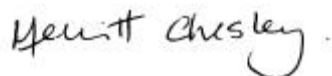
Send food samples and brochures to the Embassy.

Exporters will be accepted on a first-come first-serve basis.

We hope you are interested and look forward to hear from you.

Contacts:**Mr. Aziz ABDELALI****Office of the Agricultural Affairs****American Embassy, Rabat****Phone: (212-3) 770-1135/776-5987****Fax: (212-3) 776-5493****E:mail: Aziz.Abdelali@usda.gov****Time Zone: GMT-1. Working 8:30-5:30-Monday-Friday****Ms. Tobitha Jones****USDA Trade Show Office****Washington, DC****Tel: (202) 690-1182****Fax: (202) 690-4374****E:mail: Tobitha.Jones@usda.gov**

Sincerely,



Merritt Chesley

Agricultural Attaché

American Embassy, Rabat